



**MISSION TRAIL HARVEST MARKET**

**EL PASO, TEXAS**

**VENDOR'S POLICY MANUAL**

**APRIL 2004**



## **AUTHORITY FOR OPERATION & ENFORCEMENT**

A MEMORANDUM OF AGREEMENT WAS SIGNED BY AND BETWEEN THE CITY OF EL PASO, THE YESLETA DEL SUR PUEBLO INDIAN TRIBE, AND THE TEXAS COOPERATIVE EXTENSION (A DIVISION OF TEXAS A&M UNIVERSITY SYSTEM), TO CREATE A PARTNERSHIP FOR THE PROMOTION AND OPERATION OF A HARVEST MARKET.

**SIGNED FOR THE CITY OF EL PASO BY:**

HONORABLE MAYOR, JOE WARDY

**SIGNED FOR THE YESLETA DEL SUR PUEBLO INDIAN TRIBE BY:**

THE TRIBAL GOVERNOR, HONORABLE ARTURO SENCLAIR,

**SIGNED FOR THE TEXAS COOPERATIVE EXTENSION ASSOCIATION BY:**

DIRECTOR FOR ADMINISTRATIVE SERVICES AGRICULTURAL  
PROGRAM, JOHNNY FAZZINO

on MARCH 9, 2004.

**NOTICE: THE MISSION TRAIL HARVEST MARKET MANAGEMENT RESERVES THE RIGHT TO REFUSE RENTAL TO VIOLATORS OF THE GUIDELINES, OR OTHER LAWS OR ORDINANCES ESTABLISHED BY TRIBAL, LOCAL, STATE OR FEDERAL GOVERNMENT.**



**Mission Trail Harvest Market  
El Paso, Texas  
Vendor's Policy Manual  
Rules and Regulations 2004**

**Management**

The City of El Paso is the operator of the Mission Trail Harvest Market. The City of El Paso, the Ysleta del Sur Pueblo Indian Tribe, and the Texas Cooperative Extension are dedicated to the success of the Market. A well-maintained and operated Market for the sale of high-quality products will benefit the producer, the consumer, and the El Paso area.

*The City of El Paso assigns the Mission Trail Harvest Market Manager.*

Carolyn Moore is the Market Manager. The Market Manager is in charge of the overall operation of the Market. An On-site Manager supervises the Market area to maintain order, security, and decorum. Both the Market Manager and the On-Site Manager have the authority prescribed by the City of El Paso in making the best decisions for the Market. Please call **541-4678** for information.

**This Document Contains All Information**

Please review this document in its entirety for answers to any questions you may have. We have also included a Glossary starting on page 12 for your convenience. Thanks in advance for helping to make the Harvest Market a success for the community.

**Mission Trail Harvest Market Office**

The Mission Trail Harvest Market Office is located on the Market lot and is open Saturday, 5:30 a.m. until 12:30 p.m. Management will be on the premises on Saturday and may be in the office or out in the Market.

**Market Day Arrival /Departure Procedure**

The market hours will be from 8:00 AM – 12:00 PM. Arrival and setup time will be 5:30AM – 7:45AM. All vendors will be ready for business by 8:00 AM. Late arrivals will not be allowed to set up. Allowances may be made for farm vendors who need to harvest product the morning of the market. Trailers containing produce need to be set up prior to 7:00AM – no exceptions. Trailers must fit under individual tent area.



For safety reasons, early takedown and departure before closing time will not be allowed. Exceptions may be made in case of emergency. See the Market Manager.

### **Hours/Days of Operation**

Harvest Market is open on Saturday only, from 8:00 a.m. until 12:00 p.m., rain or shine. If dangerous weather conditions exist at the start of the Market day, then vendors will be offered market space at another time during the season. If dangerous weather conditions arise during the Market day, no refunds will be given. Participants arriving early must refrain from selling until 8:00 a.m. in order to allow everyone the same opportunity to sell their products.

### **Space and Tent Rental Fees**

Vendor fees are non-negotiable – management will not discount or waive fees based on inclement weather or lack of traffic.

**All vendors are required to use a 10'x10' or 12'x12' tent top (see attached picture) to cover their produce and/or products – no exceptions.** Tents may be brought in or rented from the Market Manager. All tents must be in good condition as determined by the Market Management. Tarps, lean-tos, umbrellas, or other covers are not acceptable. Vendors requiring an open flame, such as chile roasters will be assigned a space.

**No open flames under tents.**

Space – no electricity	\$20.00/day
Space – with electricity	\$35.00/day
Tent rental – must leave ID with Manager	\$10.00/day

### **Electricity**

Vendors requiring electricity used for machines that use a large amount of power i.e., coolers, pea shellers, etc. will be charged \$35.00 for the space. Absolutely no electrical heaters are allowed. It is the sole responsibility of the vendor to provide extension cords and, if necessary, duct tape. Cords must be taped down completely to prevent accidents.

### **Fee Collection**

Collection for rented space will begin prior to Market day by mail or by paying in person at the Market Manager's Office, City of El Paso, 2 Civic Center Plaza. The Market Manager will collect the rental fee and



application from the vendor and provide the vendor with a receipt of payment. Keep your receipt. Accepted payment for fees will be a **cashier's check or money order** for the total amount only, **made out to: The City of El Paso.**

### **Pre-Rented / Reserved Spaces**

Reserved spaces are arranged and assigned by the Market Manager and the On-Site Manager and will be based on attendance and other marketing factors. No more than (2) two spaces can be reserved for each Saturday. No exceptions will be allowed. Reserved spaces cannot be sublet.

**A 'reserved space' is held until 7:00 AM each Market day.** After 7:00 AM, a vacant reserved space may be rented to another vendor. A vendor with a reserved space who missed (3) three consecutive Market days in a row forfeits that reserved space. Initially, the Market Manager will appoint spaces in order to fill up the front of the lot. Appointed spaces may vary throughout the season. Vendors will be allowed a preference for site space.

### **Signage**

**EACH VENDOR MUST PROVIDE A SIGN FOR THEIR SPACE INDICATING NAME OF BUSINESS AND LOCATION IN THE REGION – NO EXCEPTIONS.** This is how management will make out your receipt and will help customers remember you. If you don't have a business name, name it after your merchandise, locality, or yourself. **SIGNS MUST BE HUNG FROM THE TABLE, NOT FROM THE TENT, AND BE AT LEAST 5' LONG AND 2' WIDE.** Signs must be affixed to your space only, not on any of the columns or in the aisles. Make price signs neat, clear, and big enough to see from 15 feet away.

All products must have a sign displaying price per pound or price per unit. **YOU MUST DISPLAY PRICES.** Customers are used to seeing prices on merchandise. They may be drawn to some other booth because you are busy with customer and not available to discuss prices. Don't take the chance.



### **Display**

Vendor should display all items on well-constructed, well-maintained, clean tables with presentable coverings. Products placed on the ground must be protected from the asphalt by a tarp, crate, or similar barrier.

### **Absences**

If you will not be attending the Market, contact the Market Manager by leaving a message at **541-4678** between 8:00AM and 5:00 PM, Monday to Friday.

### **Refunds**

Refunds will be given for cancellations 48 hours prior to Market day (Wednesday before 5:00 PM).

### **Check-In**

Upon arrival, **vendors will sign in on the Vendor's List** at the Market Manager's Booth located on the lot. During check-in, **vendors without a reserved space are required to be at the Market no later than 6:30 AM.** They will be given a number and be assigned according to priority (farmers, plants and fresh cut garden flowers, baked goods, or arts & crafts). Please wait in line until your number is called and have your application and cashier's check or money order ready. When your number is called, please follow the On-Site Manager or Market Manager to your assigned space and return the number to him/her. **Cashier's check or money order payment is due at that time.** Any vendor on the waiting list that does not respond when his or her number is called will be placed at the bottom of the list.

### **Checkout**

The Mission Trail Harvest Market concludes at 12:00 PM noon. Space must be vacated by 12:30 PM. Leave your space as you found it. Any and all of vendor's merchandise, including tables, chairs, equipment, signage, display equipment, and trash, must be removed by the designated closing time.





## **Products**

The Mission Trail Harvest Market is open to:

- ❖ Farmers
- ❖ Plant and fresh - cut garden flower vendors
- ❖ Arts & Crafts - made by hand (at least 75%)
- ❖ Baked goods – fresh baked and completely wrapped

In order to maintain the integrity and vision of the Farmers' Market, **priority will be given, in this order**, to the following vendors:

- ❖ Farmers, including organic
- ❖ Farmers with resale products / resellers
- ❖ Locally grown plants and fresh-cut field and garden flowers
- ❖ Arts & Crafts – made by hand (at least 75%)
- ❖ Baked goods - fresh-baked
- ❖ Processors (see Glossary)

The following items **cannot** be sold in the Farmers' Market

- ❖ Live Animals
- ❖ Flea market items
- ❖ Antiques & collectibles
- ❖ Commercial items, other than Harvest Market promotional items to be sold exclusively by the Tiguas.

Vendors wanting to sell items that are quality arts and crafts will need to present them to the Market Manager or On-Site Manager for review **prior to Market day**. The Market Manager and On-Site Manager reserve the right to accept or deny the sale of any to ensure the quality and diversity of the Market.

## **Produce**

Resellers (see glossary) are allowed to sell produce that is not native to our region and any locally grown high-quality fruits and vegetables. Please note the region where the produce is from on the price sign. As always, we expect very high-quality produce; any substandard produce will be barred from the Market.

No vendors shall sell produce which is unsound or unwholesome or which fails to meet the standard of requirements by the City of El Paso and/or the Tiguas, or of federal, state, or local laws and requirements.



All vendors will observe sanitation, or other legal requirements. In no instance will produce that contains a total of more than 10% decay, shriveling, and/or blemishes be offered for sale. If you do have unfit produce and must weed it out at the Market **you must pack it and take it back home with you – no spoiled produce can be left at the Market.** Vendors who sell unfit produce will be asked to remove it from their display.

No vendor shall use a 'false pack', which means the topping or facing containers with the best produce exposed and poor produce concealed underneath.

### **Plants & Flowers**

High-quality fresh-cut field/garden flowers and locally grown potted, hanging and bedding plants can be sold at the Market.

### **Baked Goods**

Only fresh, home-baked goods can be sold in the Market. All items prepared must meet all health department regulations regarding labeling and packaging.

### **Arts & Crafts**

Authentic Indian arts and crafts (see glossary) and regional arts and handmade crafts that are of high quality can be sold in the Market. Vendors selling arts & crafts must have 75% of their merchandise handmade in order to qualify. **All crafts must be juried before being allowed into the Market. No jurying will be done the morning of the Market.** Jurying refers to the selection of appropriate items for showing and/or selling at the Mission Trail Harvest Market as judged by the Market Manager.

### **Quality Control**

Quality control is one of the most important factors in the Market. Routine inspections will be conducted. Please do not be offended if the On-Site Manager asks to take a closer look at your product. If your product is found unfit to sell at the Market, the On-Site Manager will ask you to discontinue sales of this item immediately. Vendors who repeatedly try to sell unfit produce or products will be asked to leave the Market. Do not argue with the Market Manager or the On-Site Manager.





### **Health Department**

Any vendor bringing homemade food items to sell at the Market must follow the requirements set forth by the El Paso City County Health and Environmental District. Unpackaged items cannot be sold even they are kept under glass or plastic cover.

### **Weather**

Vendors should be prepared for all types of weather including rain, sun, or wind. **No refunds will be given because of inclement weather or lack of business due to weather.**

### **Vehicles**

The assigned space is used only to display merchandise. A vehicle may pull up to the space to unload and then it must be removed immediately outside of the Market. Personal vehicles of vendors and/or their employees also must be moved outside of the Market – **Parking is not allowed on the lot except for designated handicapped parking.**

Every person operating a vehicle on the property of the Mission Trail Harvest Market shall drive such vehicle in a careful and prudent manner and at a rate of speed so as not to endanger the property, property of another, or do physical harm.

Vendors with vehicles leaking oil or fluids are to provide and place carpet or cardboard underneath their vehicles while they are at the Market. If oil or fluids leak onto the pavement flooring, you will be charged for the cleanup.

### **Spaces**

Vendors must stay within the lines of their rented space. Vendors should not encroach upon aisle space, common areas, fire lanes, or neighbor's spaces. Leave at least (6) six inches free on either side of your display so that there will be sufficient room to walk between the spaces. If a display extends into a second space, there will be a charge for two spaces.

### **Equipment**

**All vendors are required to set up under a tent that is either 10'x10' or 12'x12'.** If vendor does not have a tent, one can be rented for \$10.00 from the Market office on the lot. The Mission Trail Harvest Market does not provide any setup equipment or supplies. It is



the responsibility of the vendor to provide any and all extension cords, tables, chairs, signage, tape, decoration, and display equipment.

Scales shall be plainly visible to customers such that the customer standing outside the space may easily see the readings on the scales.

### **Maintenance & Sanitation**

Each vendor will assist in maintaining his or her own space in a clean and orderly manner. Vendors must pick up all loose produce and, if necessary, sweep their space before checkout. Vendors leaving their space unclean will be charged \$5 for cleanup that will be noted and due at the Market the next time the vendor attends.

Trash will be disposed of in a neat and orderly manner. The vendor will flatten excess crates, boxes, or containers down before disposing in the dumpster provided.

**Spoiled or leftover produce may not be disposed of in the trashcans or dumpsters at the Mission Trail Harvest Market and must be taken home by the vendor.** Vendors may not use the on-site dumpster for this use. Vendors shall cooperate fully in any efforts to control and or eliminate pests, including, but not limited to, rodents, insects, and birds.

### **Personal Property**

The Mission Trail Harvest Market assumes no liability for any personal property belonging to the vendor or any of its employees.

### **Conduct**

Inappropriate conduct or language towards other participants, customers, or management will not be tolerated and can be grounds for immediate dismissal from the Market by the Market Manager and/or the On-Site Manager.

### **Lost & Founds**

Please report and turn in all lost and found items to the Mission Trail Harvest Market office.

### **Promotions & Events**

The Mission Trail Harvest Market is dedicated to marketing and promoting the Mission Trail Harvest Market through advertising and special events. Special events will be periodically planned to help



increase traffic. Every effort will be made to plan the events so that they will enhance rather than hinder the Market. Whenever possible, a monthly calendar of events will be distributed to participants and available on the City of El Paso Website.

### **Rules & Regulations**

The above rules and regulations will be enforced by the Market Manager and the On-Site Manager and are for the benefit of the Market as a whole, the vendors, and the customers. Mission Trail Harvest Market management reserves the right to change the rules and regulations as needed and without further notice. All participants of the Market will be required to acknowledge that they have read and will abide by these rules and regulations via the vendor's signature on the Vendor Application. The Vendor Application must be signed prior to the Vendor setting up at the Market.

**The Grand Opening of the Mission Trail Harvest Market will be on June 12, 2004.**



## **GLOSSARY**

### **ABANDONED PROPERTY**

Unauthorized property on non-rented stall space will be considered abandoned and will be disposed of by Market staff.

### **AUTHENTIC INDIAN ARTS AND CRAFTS**

The Indian Arts and Crafts Act of 1990 (P. L. 101-644) prohibits misrepresentation of Indian arts and crafts within the United States. It covers all arts and crafts produced after 1935 and is a truth-in-advertising law. Under the act, "Indian" is defined as a person who 1) is an enrolled member of a State or Federally recognized tribe, or 2) has been certified as an Indian artisan by a governing body of an Indian tribe. The dated Indian Arts and Crafts Association (IACA) logo is one way to be assured of purchasing with confidence. Only current members of the Association are allowed to use it, thereby showing that they agree to honestly represent what they sell, and to abide by State and Federal laws ([www.iaca.com](http://www.iaca.com)).

### **CRAFTERS**

Crafters are persons or entities that craft with their own hands the products they offer for sale at Mission Trail Harvest Market. To qualify as a crafter, a majority of the tools and equipment used by the crafter to produce their products must require skills, personal handling and/or guidance by the crafter.

### **CRAFT SELLER**

A craft seller will be defined as any member who generates more than 25% of their annual market income from the sale of crafts. All crafts must be juried before being allowed into the market. Jurying refers to the selection of appropriate items for showing and/or selling at the Mission Trail Harvest Market as judged by the Market Manager. No jurying will be done the morning of the market.

### **DAY**

For the purposes of rental operation, hours are for 4 hours unless otherwise stated by Market Management. Set-up time on Saturday is from 5:30am to 8:00am. Market hours are from 8:00am to 12:00pm. Checkout time is from 12:00pm to 12:30pm.



### **FARMER**

One who raises the produce or plants that they sell at the Market, on land they or their immediate family owns or leases/rents in the region. It may include someone who processes produce grown on their own property into a value-added product such as jams, cider, salsa. It may also include farmers who raise the basic ingredient(s) of a product, but who must send it out for fundamental processing before creating the value-added product.

### **FLORAL VENDOR**

One who grows, distributes, offers for sale, or sells floral products wholesale and/or retail.

### **ORGANIC PRODUCE**

Organic produce is produce grown without pesticides or chemicals. All such produce will be certified organic by the Texas Department of Agriculture.

### **PREPARED FOOD VENDORS (Concessionaires)**

The Ysleta del Sur Pueblo Indian Tribe (Tiguas) will be the sole source of concessions at the Market. Prepared food vendors offer freshly made foods, available for sale and immediate consumption on-site at Mission Trail Harvest Market. Prepared food vendors should use ingredients produced regionally as much as possible.

### **PRE-RENT**

The practice of allowing a vendor to initially rent a stall with the option to conditionally pre-rent the same space for the following Saturday. Conditions for pre-rent are:

1. Stall fees must be paid for the following week by Friday at 12:00 noon.
2. All other criteria for operating in the Market are met.

### **PROCESSORS**

One who sells processed foods that they have personally prepared on their own or on their leased/rented property. Processors are persons or entities offering fresh food products (such as meats, baked goods, jams, etc.) that have added value to their product through some sort of "hands-on" processing (e.g., smoked or butcher meats, handmade candies, etc.). Processors must produce their products in the region or be El Paso based. Processed food products should use ingredients from El Paso County farms as much as possible. Mission Trail Harvest



Market shall give stall preference to processors using ingredients from El Paso/Hudspeth/Dona Ana County farms.

### **RAW AGRICULTURAL PRODUCTS**

Includes fruits, vegetables, grains, flowers, bedding plants and potted plants.

### **RESELLERS**

One who buys produce from farmers regionally, trucks it to Mission Trail Harvest Market, and resells it directly to the consumer. The reseller is expected to be the only stop between the grower and the consumer. They are not expected to deal with shippers, warehouseers or jobbers. They may sell any produce they grow themselves on their own property (see: Farmer). Resellers are sellers of crops that cannot be grown reliably, or offered for sale in sufficient quantity, by farmers selling at a given market, as determined by Mission Trail Harvest Market Management. Resellers must have crops pre-approved by the Market Management before delivering the crops to market for sale. Resellers must label their products as being resold\*, and information must be available for the consumer as to which farms produced those products. (\* other terms synonymous with "resold" may be substituted.)

### **SPACE**

A space consists of pre-designated boundaries as assigned.

### **SPECIALTY FOOD VENDOR**

One who offers for sale prepared, take-home gourmet food products. All items for sale must be pre-approved by Market Management.

### **VALUE-ADDED AGRICULTURAL PRODUCTS**

They include raw agricultural products grown by the seller that have been processed, or any product, the sale of which a government agency regulates. Examples are milk, cheese, oils, vinegars, meats, poultry, eggs, honey, soap, and herbal preparations. The member must make all value-added products predominantly of material grown or gathered by the member. Vendors must abide by all applicable tribal, federal, state, and local health regulations.





### **Customer Service / Suggestions for Better Sales**

**Be friendly and helpful!** Customers visit the Mission Trail Harvest Market first and foremost because it is an experience they can't get at the grocery store or the Mall. Let's work together to make the Mission Trail Harvest Market a place where people enjoy themselves while they shop, eat, and socialize. When customers have a pleasant experience they will be sure to return. Use signage! To some customers, the Farmers' Market may be a confusing place. **You must provide a sign for your booth so customers can remember you, even if you move from week to week.** If you don't have a business name, name it after your merchandise, locality, yourself. Handmade signs about your produce are encouraged, such as 'Homegrown at (name of farm or community)'. If you are selling non-Texas produce place a sign that says 'New Mexico Tomatoes' for example.

**Hand out flyers and business cards!** Make the customer remember you and what you sell. Hand out flyers to describe your product or promote specials. Flyers can be particularly helpful if you have something unusual or if the cost is too high to appeal to impulse buyers. If you can stand the loss of home privacy or if you have a business phone, give out your number to customers. Allow them to call and place special orders during the week. Customers will appreciate the convenience and may use your card to pass along your number to their friends or neighbors. Try handing out recipes that tie in with your product, tips on canning freezing or preparing produce.

**Make a presentation!** A tablecloth does wonders - - just make it long enough to hide everything underneath. Keep trash or storage boxes out of sight. Spray, with water, your produce or plants to keep everything fresh looking. Arrange produce or merchandise by colors. Use covered boxes or shelving to display more of your produce on different levels. Give customer bags for their merchandise.

**Offer to help carry!** Many times customers park quite a ways from the Market and end up buying more than they planned - offer to help carry merchandise to their cars.